

WPLC

ABOUT ADVERTISING

A Few Remarks and Suggestions That May be Worth Considering.

By DON H. BIGGERS

Secretary of the Plains and Panhandle Federation of Commercial Clubs and Newspapers.

There is but one kind of advertising that is worth anything, and that is the kind that attracts attention and produces results, and to spend money for any other kind of advertising simply represents so much waste.

No kind of business or proposition can succeed without some kind of advertising or publicity, but the purpose of this article is not so much for the purpose of telling how and why not advertise through certain sources. Advertising is a science, as much so as any other feature of business, and calls for the exercise of good judgment, and to the extent that the advertiser fails to exercise judgment in advertising to that extent he is the victim of his own folly.

There is no occasion and little excuse for any man to waste money for advertising, and there is no limit to the benefits of the proper kind of advertising.

Fortunes have been made by advertising, and never was there a time when judicious advertising produced greater results than it does at present, yet the average advertiser doesn't make advertising the practical business proposition he should, and from this results the foolish expenditures of millions every week. Most of this money is thrown away by the advertisers in the small towns, and for that reason the trouble is of greater magnitude and brings about its worst results.

Fake advertising is the thing to be most studiously shunned, for it is the kind that catches most victims and produces least results. Policy advertising is another bad business and is closely allied to fake advertising.

Fake advertising is usually done by an artist. His scheme is anything that will catch the easy mark, and his least concern is the results to his victims. Hotel directories, desk blotters, advertising clocks and all classes of dope laded out by tourists embraces the fake advertising list. Money spent for advertisements in school catalogues, directories, programs etc, gotten up by some church, school or local concern is a combination of policy, charity and diplomacy. In practically every instance the result would be the same if the money was contributed directly and the advertising omitted.

Perhaps the query will arise, and naturally it should, of what concern is this to you, of what concern is it to the community. It is the individual advertiser's business, over which he certainly has the right of exclusive supervision.

To the extent that the whole community suffers by reason of these extravagances the community has a right to protest. Morally, at least, the individual has no right to indulge a folly to the extent that it becomes an imposition upon the community.

The writer had an occasion to investigate as to the amount of money absolutely thrown away by a comparatively small town on the rankest kind of non-producing advertising. The result, only partly complete and covering a period of less than two years was astonishing. It aggregated nearly ten thousand dollars. Think what this ten thousand dollars would have done spent in the proper way.

Spent for the proper kind of advertising it would have resulted in profits many times greater than the expenditures. It would have gone a long way towards civic improvements. It would have been a mighty factor in bringing about proper agriculture development. There is no need to further enumerate the great number of things it would have brought about to the general benefit of the community had it been properly spent. Spent as it was it brought no results except a considerable detriment. It simply impoverished the community to the extent of nearly ten thousand dollars. It brought discouragement and loss of faith. The men making the foolish expenditure charged it up as so much money spent for public purposes and deducted it from the expenditures they were from time to time asked to make for meritorious purposes.

A business man will give fifty dollars for fake or policy advertising, and will give ten dollars for road purposes or something that tends to the industrial benefit of his community, roughly giving as his reason for being niggardly in his contribution to material things that he has already been bled to the limit. And he has, but he should not take revenge on the community for his own folly. Suppose he had contributed sixty dollars to genuine, meritorious purposes and nothing for fake advertising. His expenditures would have been the same and the benefits to himself and the community would have been many times greater. Or suppose he had spent the fifty dollars for meritorious purposes instead of fake advertising, he would have gotten big direct returns, the profits from judicious advertising would have enabled him to contribute the sixty dollars.

People will spend five hundred or a thousand dollars for fake advertising and charge the community up with five times the expenditure, just because they didn't get results. No man has any right to amend his own mistakes in such an arbitrary manner. Besides it doesn't amend.

And this doesn't apply exclusively to merchants. It applies with equal force to every person spending money for advertising or publicity purposes. It applies to whole towns, to counties and to states. Money is well spent when it brings wholesome results. It is doubly bad spent when it brings no good returns.

Advertising is business, strictly business. It is the foundation upon which all success rests, but advertising isn't advertising unless it attracts attention, interests, convinces and gets results. Effective advertising cannot be confined to any particular medium or method. The artistic show window is an advertisement. The elegantly displayed and properly arranged stock of goods is an advertisement. The satisfied customer is an advertisement. The growing of big crops is an advertisement for the country. Everything that goes to make a town or city beautiful or healthful is an advertisement. Money spent for such purposes is money well spent because it brings results. Have something somebody wants, and then use the proper methods of calling attention to it.

As a means of publicity there is but one best medium and that is the newspaper, and is good only to the extent that it reaches the people that would be interested in the thing advertised. A town wanting a factory would not advertise in a country news paper and a man wanting a load of wood wouldn't advertise in a trade journal published in New York. The local newspaper is the best medium for advertising the town and country. It comes directly from the source it represents. It can be sent to every class of people at the most nominal expense. It is the only medium for the local merchant, with the exception of circulars and personal letters. In so far as printers ink is concerned you can practically wipe everything else out of existence. Kick the fakir out. He deserves the dose. If you must contribute as a matter of charity or policy charge it up to that account and don't make advertising carry the burden and the community pay the penalty in the long run.

Every town and nearly every individual has suffered by reason of fake advertising and policy advertising. There is but one thing to do. Cut it out. As a general proposition stick to the local newspaper. If it is a good paper and you don't like the editor stick to it as a business proposition. If the paper isn't what it ought to be as a business proposition see that it is made such.

Thousands of dollars have been worse than wasted in so called advertising of the country. The same is true with reference to individual business men, and on the other hand judicious advertising has been shamefully neglected.

This is about the tenth million sermon that has been preached on the subject. All of them have done a little good sometime and somewhere, but it is a big business proposition, an absolutely necessary agent of success. It involves the expenditure of thousands of dollars. It results in total waste or great benefit. It is the biggest and most essential modern business proposition and it calls for the application of strict business methods.

Mr. Merchant, Mr. Land agent, Mr. Advertiser of any line, think

over this proposition. Get down to business. Be liberal but use sense.

Mr. Man with the policy scheme or the charitable proposition think to what extent you are perhaps innocent if wrong intent, imposing upon the business man and the whole community. As a moral duty, cut it out. No need appealing to the fakir, he will drift around to see you as he thinks you have forgotten the last skinning you got. It is up to you to attend to his case.

I have some forty acre tracts of land from one to 2 1/2 miles from Lubbock, and will sell some of them for \$40 an acre. See or write Frank Bowles. 6-17.

J. N. Stoops, M.D. G. S. Murphy, M.D.
DRS. STOOPS & MURPHY
PHYSICIANS AND SURGEONS
Special attention given to Surgery and diseases of women.
Phones: Res. 160 and 231, office 261.
LUBBOCK, TEXAS

NEW BAGGAGE LINE

I can be found at Davidsons Feed Store

Office Phone 134

Residence 28

Quick Service. Just give me a trial

B. F. LIPSCOMB BAGGAGE CO.
Lubbock, Texas.

GEO. ALBRIGHT'S Wagon Yard and Feed Store

Wilson Old Yard South of Lubbock Mercantile Co.'s Store

All Kinds of Feed Stuff

I have a good team and will do team work on short notice

LUBBOCK, TEXAS

A. G. McAdams Lumber Company

Lumber, Bois D'Arc, Lath, Shingles, Sash,

Doors, Blinds, Mouldings and Paint

Lime, Cement and Brick

Let us figure your bill

Lubbock, Texas

E. N. TWADDLE

Staple and Fancy Groceries

Let me figure with you on a cash basis. Three doors north of Post Office.

Lubbock

Texas

Automobile Agency

We have the agency for the popular JACKSON AUTOMOBILES.

If you want one of the best popular machines that is sold see us. We are agents for Lubbock, Hockley, Cochran and Terry counties. We are in position to sell you.



Dillard-Marshall Land Co.

Lubbock, Texas

CAYLOR-LEARD LUMBER COMPANY

Building material of the best grades

Prices always right. Never close a

deal without seeing them. Their

stock is always complete.

LUBBOCK - TEXAS

C. A. RAINE COMPANY

Agency for
**American Ladies
Tailoring Co.**
Made-to-Measure Service

ARE YOU GOING TO BUILD

If so why not use the material that has come to stay?

CONCRETE

The only building material that the OLDER IT GETS THE BETTER IT IS. It needs no paint no care. Warm in winter, cool in summer. If you had not thought of it, think now. Do you need a residence, store or barn? If so I would like to figure with you. All work guaranteed.

Lubbock Concrete Co. Lubbock Texas

J. P. WEBB, Business Manager

Lubbock Decorating Co.

All Branches of House Painting,
Paper Hanging, Sign Writing,
Carriage Painting, etc., etc. . . .

Sign Writing and Carriage Painting our specialty.
Estimates furnished. Satisfaction guaranteed. . .

Losey Bro's. & Jones, Prop's.

Two doors south of Hotel Clyde

LUBBOCK

TEXAS

The Homeseeker's Land Company

Have some Real Bargains in Farm
Lands and City Property. Let us
Figure with you before you buy. . .

Rental Business a Specialty

North Side Square

Lubbock, Texas

AGENTS WANTED

TO...

SELL OUR FENCE

Call or write us at once

Plainview Wire Fence Company

Plainview - Texas

FARMERS, keep your money at home by patronizing the PLAINVIEW WIRE FENCE COMPANY

Buy Land Buy Lots

Just Buy Anything in the Real Estate Line

And you will make handsome returns on your investment. A few dollars placed in the right place will make you many dollars in the course of a few months. Call in and see us.

We can Show You What to Buy

Pierce Bros. Realty Co.

Phone 147